AMENDMENTS TO THE CLAIMS

Claims 1-16 (Canceled)

17.   (New).   A system for facilitating hotel room transactions, said system comprising:

a server, said server providing for:

a posting;

a reverse auction heuristic;

a plurality of bids, said plurality of bids including a successful bid;

wherein said server is configured to receive said posting;

wherein said server is configured to receive said bids in response to said posting; and

wherein said server is configured to selectively identify said successful bid from said plurality of bids using said reverse auction heuristic

18.   (New).   The system of claim 17, further comprising an automated bid, wherein at least one said bid in said plurality of bids is said automated bid.

19.   (New).   The system of claim 18, wherein said automated bid is said successful bid.

20.   (New).   The system of claim 17, said posting providing for a plurality of posting attributes, said posting attributes including at least three of: (a) a number of rooms; (b) a target star rating; (c) a preferred price; (d) a room type; (e) a location; (f) a check-in date; (g) a number of nights; (h) a meeting space requirement; and (i) a banquet space requirement.

21.   (New).   The system of claim 17, wherein said posting relates to a plurality of rooms.

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22.   (New).   The system of claim 17, wherein said successful bid relates to a plurality of rooms.

23.   (New).   The system of claim 22, wherein said plurality of rooms relate to a plurality of hotels.

24.   (New).   The system of claim 17, said server further comprising a bidding interface and a bidding entity, wherein said bidding interface provides for said bidding entity submitting more than one said bid in response to said posting.

25.   (New).   The system of claim 17, wherein said posting is received from a posting entity, and wherein said posting entity is not required to accept said successful bid.

26.   (New).   The system of claim 17, wherein said posting is received from a posting entity, and wherein said posting entity is a group travel coordinator.

27.   (New).   The system of claim 17, further comprising a plurality of bidding entities, wherein said server is configured to receive said plurality of bids from said plurality of bidding entities, said plurality of bids including a first bid and a second bid, wherein said plurality of bidding entities a first bidding entity and a second bidding entity, wherein said first bid is submitted by said first bidding entity, wherein said second bid is submitted by said second bidding entity.

28.   (New).   The system of claim 27, wherein said first bid is hidden from said second bidding entity.

29.   (New).   The system of claim 27, wherein said first bid is accessible by said second bidding entity.

30.   (New).   The system of claim 17, wherein said reverse auction heuristic is performed in a substantially real-time manner.

31. (New). The system of claim 17, further comprising a plurality of completed membership forms from a plurality of bidding entities, wherein each said bidding entity submitting said bids is associated with at least one said completed membership form.

32. (New). The system of claim 17, further comprising a plurality of completed bid submission forms, wherein each said bid is associated with at least one said completed bid submission form.

33. (New). The system of claim 17, wherein at least one said bid is associated with a special condition.

34. (New). The system of claim 17, wherein said server is configured to receive an acceptance relating to said successful bid.

35. (New). A system for obtaining a hotel reservation, comprising:
      a buyer interface, said buyer interface providing for:
            a posting;
            a reservation;
      wherein said buyer interface provides for submitting said posting;
      wherein said buyer interface provides for receiving said reservation in response to said posting in a substantially real-time manner; and
      wherein said posting includes a location, a price, a number of rooms, and a check-in date.

36. (New). A method for facilitating a hotel reservation, comprising:
      populating a database with a plurality of participating bidders;
      configuring a plurality of reverse auction parameters;
      providing an online form to accept postings from a plurality of potential buyers;
      performing a reverse auction in accordance with at least one said reverse auction parameter to identify a successful bid from a plurality of bids received form said plurality of participating bidders; and

transmitting an offer to at least one said potential buyer, wherein said offer is generated using said successful bid;

wherein said reverse auction allows at least one said participating bidder to submit more than one said bid in response to said posting.

37.   (New).   The method of claim 36, wherein at least one bid in said plurality of bids is an automated bid.

38.   (New).   The method of claim 36, wherein said plurality of bids includes a first bid and a second bid, wherein said plurality of participating bidders includes a first bidder and a second bidder, and wherein said first bid is hidden from said second participating bidder.